

PRODUCT SPECIFICATIONS FOR PROPERTYWARE CONTACT CENTER - LEASING

UPDATED: March 5, 2020

These Product Specifications describe the current functionality and certain dependencies of the above-referenced product center (the “Product Center”). Access to and use of the Product Center is governed by an underlying agreement and, as applicable, addendum (collectively, the “Agreement”) with RealPage, Inc. and, as applicable, its affiliates (collectively referred to herein as the “Provider” “we” or “us”). Capitalized terms used in these Product Specifications have the meanings provided in the Agreement unless otherwise defined herein.

Subject to the terms of the Agreement, these Product Specifications may be modified at any time. If we modify these Product Specifications, we will post the updated version at <http://www.specifications.controls.realpage.com> and update the “Updated” date above. We recommend that you review these Product Specifications periodically for any changes. Your continued access to or use of the Product Center will constitute your acceptance of the updated Product Specifications.

1. AUTHORIZED USERS AND PASSWORD

Provider will provide the licensee under the Agreement (“Licensee”) with a user name and password permitting Authorized Users to access the Product Center. Licensee is responsible for the protection and dissemination of such user name and password and for any activities or actions occurring under Licensee’s account or log-in credentials—including, without limitation, for any losses or damages resulting from the loss, theft or misuse of or failure to protect any such user name or password. Licensee will permit only Authorized Users to access the Product Center, will ensure that all Authorized Users comply with the terms and conditions set forth in the Agreement and herein, and will not permit any person that ceases to be an Authorized User to continue to use a user name or password.

2. OVERVIEW OF PROPERTYWARE CONTACT CENTER - LEASING

The PROPERTYWARE CONTACT CENTER - LEASING solution is similar in nature to the multi-family solution, but is structured to support the unique requirements of the single-family industry. Propertyware Contact Center handles inbound calls and email messages for single-family management companies and their listing agents. Propertyware Contact Center leverages and integrates with the Propertyware® property management system for an in-depth profile of the single-family property, including building/unit information, pricing and availability, and neighborhood data. Propertyware Contact Center associates have access to required property information available to answer leasing inquiries, create qualified leads in Propertyware on behalf of property listing agents, and set appointments on the Propertyware calendar to maximize listing agent schedules and time management.

3. DETAILED SPECIFICATIONS FOR PROPERTYWARE CONTACT CENTER - LEASING

This section outlines the major capabilities of PROPERTYWARE CONTACT CENTER - LEASING:

3.1. Contact Types

- a. Qualify inbound leasing inquiries
 - i. Leasing inquiry
 - ii. Realtor inquiry
 - iii. Other inquiry

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- b. Track lead types
 - i. Phone
 - ii. Email
 - iii. Chat
- 3.2. Toll-Free Number Provisioning
- a. Provide five (5) toll-free numbers and email addresses used for leasing inquiries
 - i. Alternate or local numbers may also be provided
 - b. Option to purchase additional toll-free numbers for marketing purposes
- 3.3. Call Routing
- a. Process inbound calls based on number provisioned for the campaign
 - b. Route a prospect directly to Propertyware Contact Center associate
 - i. Calls are sent to leasing consultant queue with single-family skill set
 - c. Route based on the leasing product purchased:
 - i. All Calls
 1. All incoming calls are routed directly to the Propertyware Contact Center.
 2. Depending on the IVR option selected by the prospect, the user may be routed back to the leasing office or to voice mail.
 3. All Emails or No Emails as an additional option breakout.
 - ii. Missed Calls
 1. The Propertyware Contact Center handles *only* those leasing calls that are **missed** by the leasing office.
 2. The phone call is initially routed to the leasing office and is answered by a Propertyware Contact Center associate **only** when the on-site team does not answer the phone.
 3. All Emails or No Emails as an additional option breakout.
 - iii. After Hours:
 1. The Propertyware Contact Center handles *only* those leasing calls that come in after the leasing office is closed.
 - Leasing calls are routed to the leasing office during normal office hours and to the Propertyware Contact Center **only after** the leasing office is closed.
 - All Emails or No Emails as an additional option breakout.
- 3.4. Additional Add-On Options
- a. Instant Call Reply
 - i. For customers with the “All Emails” option, this add-on option allows the Propertyware Contact Center associate to make an outbound call in response to an inbound prospect e-mail message.
 - ii. Hours of operation are those hours specified by FCC/FTC Telemarketing rules.
 - b. Click to Chat
 - c. Allows online chat through the Internet
 - i. Requires the chat logo to be placed on web sites from which a chat call may be originated.
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- d. Access Call Recordings
 - i. Allows access to call recordings of inbound calls
 - ii. Recordings are accessible for 90 days
 - iii. This option is charged per user
 - e. Additional Toll-Free Tracking Phone Numbers
 - i. Five toll-free numbers included initially
 - ii. Additional lines over the five are at add-on pricing
 - f. Local Line Rollover with Voice Mail
 - i. Provides local-line backup support for a property
 - 1. Missed calls to the local number, regardless of time of day, automatically roll to the Propertyware Contact Center
 - ii. Includes capability to send the call to voice mail, accessible by the leasing office
 - g. Custom Call Greeting
 - i. Allows the call greeting to be customized to a customer's needs
 - h. Custom Email Response Template
 - i. Allows a customized email response to be sent to prospects, rather than the standard format used by the Propertyware Contact Center
- 3.5. Propertyware Contact Center
- a. Inbound toll-free leasing calls are recorded and saved for playback for calls answered by the Propertyware Contact Center associate for internal QA purposes.
 - i. An Access Call Recordings option (per user access charge) makes these recordings available to authorized customers for 90 days.
 - b. Propertyware Contact Center associate collects information from the prospect and documents the information in a standardized format:
 - i. Lead Type
 - ii. Call Type
 - iii. Advertising Source
 - iv. Name
 - v. Phone Number(s)
 - vi. Email
 - vii. Address (if available)
 - viii. Move-In Date
 - ix. Home Size
 - x. Number of Occupants
 - xi. Pets
 - xii. Lease Term
 - xiii. Desired Rent
 - xiv. Visit Set (Date/Time)
 - xv. Miscellaneous Associate Notes

3.6. Guest Cards (GCs)

- a. Capture prospect information and appointment scheduling in a standardized format
- b. Templated email is sent to a customizable email distribution list that summarizes the leasing inquiry
- c. Standard templated email is sent to the prospect with property details and visit confirmation
 - i. Email response template is exclusively used for email leads
 - ii. Visit confirmation email is used for phone, chat, and email leads
 - iii. Customized response is available as an add-on option
- d. Integration allows guest cards and scheduled visits to be inserted directly into Propertyware property management system
 - i. Listing agents' calendars in Propertyware are updated with visits inserted from integration

3.7. Reports

- a. A suite of reports offer a variety of information, available at both the property and portfolio level
- b. Several key performance reports include:
 - i. Leasing contact volume and GC conversion by advertising source and contact type
 1. Phone
 2. Email
 3. Chat
 - ii. Leasing contact volume and GC conversion by property or portfolio
 - iii. Advertising source volume by contact type
 - iv. Missed call volume

4. CALIFORNIA CONSUMER PRIVACY ACT OF 2018 ("CCPA") DATA PROCESSING STATEMENT

This CCPA Data Processing Statement applies to "Personal Information" of a "Consumer" as those terms are defined under the CCPA (referred to hereafter as "Personal Data") that RealPage processes in the course of providing services under the Product Center ("Services") governed by the Agreement to Customer.

RealPage understands the terms in this CCPA Data Processing Statement and agrees to comply with them. The terms of this CCPA Data Processing Statement will prevail in connection with the purpose and scope of this CCPA Data Processing Statement over any conflicting terms in the Agreement.

- 4.1. Customer's Role. The Customer is a for profit entity that determines the purpose and means of processing Personal Data. Customer will provide Personal Data to RealPage solely for the purpose of RealPage performing the Services.
- 4.2. RealPage's Role. RealPage shall provide the Services and process any Personal Data in accordance with the Agreement. RealPage may not retain, use, or disclose Personal Data for any other purpose other than for providing the Services and in performance of the Agreement.
- 4.3. Data Processing, Transfers, and Sales. RealPage will process Personal Data only as necessary to perform the Services, and will not, under any circumstances, collect, use, retain, access, share, transfer, or otherwise process Personal Data for any purpose not related to providing such Services. RealPage will refrain from taking any action that would cause any transfers of Personal Data to or from RealPage to qualify as "selling personal information" as that term is defined under the CCPA.

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- 4.4. Sub-Service Providers. Notwithstanding the restrictions in Section 2.3, Customer agrees that RealPage may engage other Service Providers (as defined under the CCPA), to assist in providing the Services to Customer (“Sub-Service Providers”). RealPage carries out appropriate due diligence on each Sub-Service Provider and the arrangement between RealPage and each Sub-Service Provider is governed by a written contract which includes terms substantially equivalent to those set out in this CCPA Data Processing Statement.
 - 4.5. Security. RealPage will use commercially reasonable security procedures that are reasonably designed to maintain an industry-standard level of security, prevent unauthorized access to and/or disclosure of Personal Data.
 - 4.6. Retention. RealPage will retain Personal Data in accordance with Customer instructions, the terms of the Agreement, or any applicable law(s), whichever requirement is controlling under the circumstances. At the termination of this CCPA Data Processing Statement, or upon Customer’s written request, RealPage will either destroy or return Personal Data to the Customer, unless legal obligations require storage of the Personal Data.
 - 4.7. Assistance with Consumers’ Rights Requests. If RealPage, directly or indirectly, receives a request submitted by a Consumer to exercise a right it has under the CCPA in relation to that Consumer’s Personal Data, it will provide a copy of the request to the Customer. The Customer will be responsible for handling and communicating with Consumers in relation to such requests.
 - 4.8. Enforceability. Any provision of this CCPA Data Processing Statement that is prohibited or unenforceable shall be ineffective to the extent of such prohibition or unenforceability without invalidating the remaining provisions hereof. The parties will attempt to agree upon a valid and enforceable provision that is a reasonable substitute and shall then incorporate such substitute provision into this CCPA Data Processing Statement.